



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 841528

**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pat McCrory for NC Governor (26626)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - State Governor (1177)  
**Brand** 917923 REPUBLICAN NC GOV (173662)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** (919) 424-7128 /  
**CPE** MCCRO/ORDR/917923  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** MCCRORY FOR GOVERNOR

**Date Entered** 07/10/12  
**Last Modified** 08/02/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06218597  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,050.50  
**Net Total** \$11,619.50  
**Sales Tax**

## Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Sep. 2012	24	\$13,670.00
<b>Grand Total:</b>	<b>24</b>	<b>\$13,670.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	10P- Dateline NBC						1			1	\$1,350.00	\$1,350.00	Charlotte (WCNC) (WCNC)	DATeline	7/10/12
2.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	6:58A- 9A (ET)						1			1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
3.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	11P- 11:34P (ET)		1							1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
4.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	11:34P- 12:37A (ET)		1							1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
5.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6:30P- 6:59P (ET)		1							1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
6.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	6:59P- 7:30P (ET)		1							1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
7.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	6:58A- 9A (ET)		1							1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
8.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6:30P- 6:59P (ET)								1		\$630.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
8.0.1	Preempt	09/23/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception - NFL AT 658P, NO BREAK 630P	
9.0	Normal Line / SPOT	09/20/12-09/20/12	4	:30	11P- 11:34P (ET)					1				1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
10.0	Normal Line / SPOT	09/20/12-09/20/12	4	:30	11:34P- 12:37A (ET)					1				1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
11.0	Normal Line / SPOT	09/20/12-09/20/12	4	:30	6:59P- 7:30P (ET)					1				1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12
12.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	6:59P- 7:30P (ET)		1							1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)	JEOPARDY	7/10/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



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13.0	Normal Line / SPOT	09/19/12-09/19/12	4	:30	11P- 11:34P (ET)				1					1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)	LATE NEWS	7/10/12
14.0	Normal Line / SPOT	09/19/12-09/19/12	4	:30	11:34P- 12:37A (ET)				1					1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)	TONIGHT SHOW	7/10/12
15.0	Normal Line / SPOT	09/19/12-09/19/12	3	:30	6:30P- 6:59P (ET)				1					1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
16.0	Normal Line / SPOT	09/19/12-09/19/12	4	:30	6:58A- 9A (ET)				1					1	\$360.00	\$360.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	7/10/12
17.0	Normal Line / SPOT	09/21/12-09/21/12	4	:30	11P- 11:34P (ET)						1			1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/2/12
18.0	Normal Line / SPOT	09/21/12-09/21/12	5	:30	6:59P- 7:30P (ET)						1			1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)		8/2/12
19.0	Normal Line / SPOT	09/21/12-09/21/12	5	:30	7:30P- 7:58P (ET)						1			1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/2/12
20.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	7:30P- 7:58P (ET)		1							1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/2/12
21.0	Normal Line / SPOT	09/20/12-09/20/12	5	:30	7:30P- 7:58P (ET)					1				1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/2/12
22.0	Normal Line / SPOT	09/18/12-09/18/12	4	:30	11P- 11:34P (ET)			1						1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/2/12
23.0	Normal Line / SPOT	09/18/12-09/18/12	5	:30	7:30P- 7:58P (ET)			1						1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/2/12
24.0	Normal Line / SPOT	09/19/12-09/19/12	5	:30	6:59P- 7:30P (ET)				1					1	\$630.00	\$630.00	Charlotte (WCNC) (WCNC)		8/2/12
25.0	Normal Line / SPOT	09/19/12-09/19/12	5	:30	7:30P- 7:58P (ET)				1					1	\$695.00	\$695.00	Charlotte (WCNC) (WCNC)		8/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: